

ORDER



Orders
Order / Rev: 50064
Alt Order #: 08852043
Product Desc: HOUSE MAJ PAC
Estimate: 1618
Flight Dates: 08/28/12 - 09/10/12
Original Date / Rev: 08/16/12 / 08/30/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	54	\$20,080.00	\$17,068.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	54	\$20,080.00	\$17,068.00	0.00
Totals	54	\$20,080.00	\$17,068.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTVX-TV	13%	\$20,080.00
Market	100%	\$154,461.54

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	4%	\$6,178.46
KMYU	0%	\$0.00
KSL	26%	\$40,160.00
KSTU	24%	\$37,070.77
KUCW	2%	\$3,089.23
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	28%	\$43,249.23
UNKWN	3%	\$4,633.85

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	08/28/12	09/07/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	-TWTF--	:30	2	\$300.00	P-1	0.00	NM	4	\$1,200.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-TWTF--			2			\$300.00		0.00			
Week:		09/03/12	09/09/12	-TWTF--			2			\$300.00		0.00			
E 2	KTVX	09/02/12	09/02/12		CM	9:00 AM-10:00 AM	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				This Week											
				This Week	(9:00 AM-10:00 AM)										
THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-----S			1			\$250.00			0.00		
E 3	KTVX	08/28/12	09/07/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-1111--	:30	4	\$200.00	P-1	0.00	NM	8	\$1,600.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-1111--			4			\$200.00			0.00		
Week:		09/03/12	09/09/12	-1111--			4			\$200.00			0.00		
E 4	KTVX	08/28/12	09/07/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	-TWTF--	:30	2	\$300.00	P-1	0.00	NM	4	\$1,200.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--			2			\$300.00			0.00		
Week:		09/03/12	09/09/12	-TWTF--			2			\$300.00			0.00		
E 5	KTVX	08/28/12	09/07/12	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM	-TWTF--	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--			2			\$400.00			0.00		
Week:		09/03/12	09/09/12	-TWTF--			2			\$400.00			0.00		
E 6	KTVX	08/28/12	09/07/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	-TWTF--	:30	3	\$400.00	P-1	0.00	NM	7	\$2,800.00
COMMENTS APPLY TO SUB LINES A THRU B ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--			3			\$400.00			0.00		
Week:		09/03/12	09/09/12	-TWTF--			4			\$400.00			0.00		
E 7	KTVX	08/28/12	09/07/12	ABC4 News at 5p ABC4 News at 5p	CM	5:00 PM-5:30 PM	-TWTF--	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
ABC 4 NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--			1			\$400.00			0.00		
Week:		09/03/12	09/09/12	-TWTF--			1			\$400.00			0.00		
E 8	KTVX	08/31/12	08/31/12	Fri Reg 1 Shark Tank 7-8p	CM	7:00 PM-8:00 PM	----F--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	----F--			1			\$3,000.00			0.00		
E 9	KTVX	09/09/12	09/09/12	Sun Spec	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S			1			\$3,500.00			0.00		
E 10	KTVX	08/28/12	09/07/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM	-TWTF--	:30	3	\$215.00	P-1	0.00	NM	6	\$1,290.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--			3			\$215.00			0.00		
Week:		09/03/12	09/09/12	-TWTF--			3			\$215.00			0.00		
E 11	KTVX	08/28/12	09/07/12	M-F 1130p-12a M-F 1133p-1203a	CM	11:35 PM-12:05 AM	-TWTF--	:30	3	\$190.00	P-1	0.00	NM	6	\$1,140.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--			3			\$190.00			0.00		
Week:		09/03/12	09/09/12	-TWTF--			3			\$190.00			0.00		
E 12	KTVX	08/28/12	09/07/12	Jimmy Kimmel Live M-F 1203a-0107a	CM	12:05 AM-1:05 AM	-TWTF--	:30	3	\$100.00	P-1	0.00	NM	6	\$600.00
JIMMY KIMMEL LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-TWTF--			3			\$100.00			0.00		

Order / Rev: 50064
Alt Order #: 08852043
Flight Dates: 08/28/12 - 09/10/12

Advertiser: House Majority PAC
Product Desc: HOUSE MAJ PAC
Estimate: 1618

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KTVX	08/28/12	09/07/12	Jimmy Kimmel Live M-F 1203a-0107a	CM	12:05 AM-1:05 AM	-TWTF--	:30	3	\$100.00	P-1	0.00	NM	6	\$600.00
JIMMY KIMMEL LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--			3			\$100.00		0.00			
E 13	KTVX	09/03/12	09/03/12	Good Morning America GMA 7a-9a	CM	7:00 AM-9:00 AM	1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	1-----			1			\$300.00		0.00			
E 14	KTVX	09/03/12	09/10/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	1-----	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	1-----			1			\$200.00		0.00			
Week:		09/10/12	09/16/12	1-----			1			\$200.00		0.00			
E 15	KTVX	09/10/12	09/10/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----			1			\$400.00		0.00			
													Totals	54	\$20,080.00